

Message Text

UNCLASSIFIED

PAGE 01 STATE 180813 TOSEC 080146
ORIGIN SS-05

INFO OCT-01 SSO-00 CCO-00 ISO-00 /006 R

DRAFTED BY S/S: PTARNOFF:GB

APPROVED BY MR. TARNOFF

-----071254 181359Z /43

O 181345Z JUL 78 ZFF4

FM SECSTATE WASHDC

TO USDEL SECRETARY IMMEDIATE

UNCLAS STATE 180813 TOSEC 080146

KOOLAIID FOR DAVID ANDERSON ONLY FROM PETER TARNOFF

E.O. 11652: N/A

TAGS: PFOR

SUBJECT: PAUL HOFMANN NEW YORK TIMES ARTICLE: U.S. ENVOY
TO SWISS DRUMS UP SALES AND RAISES HACKLES

FOLLOWING DATELINE BERN APPEARING IN 7/18 NEW YORK TIMES:

IN A MIMEOGRAPHED NEWSLETTER "TO MY PEN PALS" AT HOME AND
ABROAD, MARVIN L. WARNER, UNITED STATES AMBASSADOR TO
SWITZERLAND AND A NEWCOMER TO INTERNATIONAL DIPLOMACY,
DECLARED RECENTLY, "WE ARE NOT THE LARGEST EMBASSY IN THE
WORLD AND WE ARE NOT THE SMALLEST; WE JUST WANT TO BE THE
BEST."

THE AMBASSADOR, A 59-YEAR-OLD ALABAMAN WHO MADE A FORTUNE
IN CINCINNATI REAL ESTATE AND OTHER BUSINESS VENTURES AND
HAS SERVED AS A SUCCESSFUL FUND-RAISER FOR THE DEMOCRATIC
PARTY, SAYS HIS MAIN TASK IS TO DRUM UP NEW BUSINESS FOR THE
UNITED STATES IN THIS SMALL BUT RICH COUNTRY. HIS BACKSLAP-
PING, HARD-SELL EFFORTS AND HIS OCCASIONAL DEPARTURES FROM
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 180813 TOSEC 080146

DECORUM ARE RECEIVING MIXED NOTICES.
DECORUM ARE RECEIVING MIXED NOTICES.

"HE HAS BROUGHT A WHIFF OF FRESH AIR TO A STAID CITY THAT
BADLY NEEDS IT," SAID THE AUSTRIAN AMBASSADOR, HANS
THALBERG, AFTER A BUFFET DANCE AT MR. WARNER'S RESIDENCE
WHERE HOT DOGS FLOWN FROM NEW YORK AND POPCORN WERE

SERVED. "OF COURSE THERE WILL ALWAYS BE SOME STUFFED SHIRTS WHO DON'T LIKE THAT SORT OF THING."

'A SLIGHT EMBARRASSMENT'

"THE AMERICAN COMMUNITY IN SWITZERLAND IS MORE SOPHISTICATED THAN THE BUSTLING AMBASSADOR," SAID A SWISS WHO IS PROMINENTLY ENGAGED IN COMMERCE WITH THE UNITED STATES. "MR. WARNER IS A SLIGHT EMBARRASSMENT -- BUT DON'T NAME ME. WE HAVE TO WORK WITH HIM."

AT A RECENT LONDON MEETING OF THE AMERICAN AMBASSADORS IN EUROPE AND CANADA THERE WAS STONY SILENCE, ACCORDING TO PARTICIPANTS, WHEN MR. WARNER URGED HIS COLLEAGUES TO FOLLOW HIS EXAMPLE IN PROMOTING TRADE AND TO CUT EMBASSY EXPENSES AND STAFF. CAREER DIPLOMATS WITH LONG EXPERIENCE ABROAD DO NOT LIKE TO BE TOLD BY AN OUTSIDER HOW TO CONDUCT FOREIGN RELATIONS.

WASHINGTON SOURCES SAY THAT MR. WARNER'S FREQUENT AND LONG CABLEGRAMS TO THE STATE DEPARTMENT CAUSE SOME BAFFLEMENT AMONG OFFICIALS THERE. IN A TYPICAL REPORT, IT SEEMS, HE DETAILED THE VIEWS OF HIS LUNCHEON GUESTS REGARDING PROBLEMS OF GLOBAL STRATEGY.

THEN THERE IS THE AFFAIR OF MR. WARNER'S WALKOUT FROM A UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 180813 TOSEC 080146

DIPLOMATIC DINNER WHEN A VISITING WHITE HOUSE SECRETARY WHOM HE WAS ESCORTING WAS NOT SEATED. THE INCIDENT OCCURRED IN NOVEMBER, A FEW WEEKS AFTER MR. WARNER BEGAN HIS MISSION HERE, AND IT IS STILL BEING EMBROIDERED UPON ON THE DIPLOMATIC CIRCUIT. THE SWISS PRESS, WITH TYPICAL DISCRETION, HAS NEVER PRINTED A LINE ABOUT IT.

THE ANNUAL DIPLOMATIC BANQUET

THE SCENE WAS A HALL IN THE SUMPTUOUS BELLEVIEW HOTEL, WHERE THE DIPLOMATIC CORPS OFFERS A FORMAL ANNUAL BANQUET TO THE GOVERNMENT OF THE SWISS CONFEDERATION. THE ENVOY OF THE POPE, THE APOSTOLIC NUNCIO, ACTS AS THE OFFICIAL HOST IN HIS CAPACITY AS DEAN OF THE DIPLOMATIC CORPS. MR. WARNER, WHO IS DIVORCED, APPEARED WITH SUSAN CLOUGH, A SECRETARY OF PRESIDENT CARTER, AND ASKED THAT SHE BE ASSIGNED A SEAT. WHEN HIS REQUEST WAS REFUSED HE AND HIS GUEST LEFT.

"EVEN IF THE AMBASSADOR HAD COME WITH MRS. CARTER, WE COULDN'T HAVE ACCOMMODATED HER," SAID THE CHIEF OF PROTOCOL OF THE SWISS GOVERNMENT, PAUL GOTTTRET, WITH A CHUCKLE WHEN

ASKED ABOUT THE INCIDENT. " THE RULE IS THAT ONLY WIVES OF MISSION CHIEFS MAY ATTEND. MR. WARNER ISN'T A CAREER DIPLOMAT. HE MADE A SMALL MISTAKE. WHO DOESN'T?"

MR. GOTTRET EMPHASIZED THAT THE INCIDENT HAD BEEN STRAIGHTENED OUT. THE MORNING AFTER, THE SWISS GOVERNMENT CABLED A FULL REPORT TO ITS AMBASSADOR IN WASHINGTON SO HE COULD GIVE AN EXPLANATION IF ASKED.

MR. WARNER, WEARING A CORDUROY SUIT THAT MATCHED HIS BLUE EYES, WAS ASKED IN AN INTERVIEW ABOUT THE WALKOUT. HE SEEMED PAINED THAT THE AFFAIR HAD BEEN BROUGHT UP AND DECLINED TO COMMENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 180813 TOSEC 080146

HE WAS MORE FORTHCOMING ABOUT WHAT SEEMS TO BE AN ALMOST SINGLE-HANDED CAMPAIGN TO "BOOST" AMERICA IN SWITZERLAND AND TO INCREASE THE FLOW OF INVESTMENT MONEY AND AFFLUENT TOURISTS FROM SWITZERLAND TO THE UNITED STATES.

HE LEAFED THROUGH A SHEAF OF LETTERS FROM STATE GOVERNORS PRAISING HIM FOR ORGANIZING A GET-TOGETHER OF THEIR DEVELOPMENT REPRESENTATIVES AND SWISS BUSINESS LEADERS. OTHER TESTIMONIALS WERE FROM AMERICAN CONCERNS WELCOMING HIS ATTEMPTS TO HELP THEM FIND NEW MARKETS.

INTERCOM AND AIRPORT AD

EVERY NOW AND THEN MR. WARNER SPOKE INTO AN INTERCOM TO ORDER MORE MATERIAL FROM HIS AIDES. THE INTERCOM, LINKING HIM WITH MOST OF THE NEARLY 100 EMBASSY EMPLOYEES, IS ONE OF HIS INNOVATIONS. ANOTHER CAN BE SEEN AT THE ZURICH AIRPORT. AFTER SOME ARM-TWISTING BY MR. WARNER, THE SWISS AUTHORITIES HAVE PERMITTED A SIGN IN THE RECEPTION AREA THAT SAYS " WELCOME AMERICANS -- FOR AMERICAN EMBASSY SERVICE, CALL " AND A NUMBER. THE AMBASSADOR, IN HIS NEWSLETTER TO RELATIVES AND FRIENDS, SAID, "WE ARE THE ONLY EMBASSY IN THE WORLD THAT ADVERTISES."

IN THE INTERVIEW, HE SAID THAT BEFORE BEING GIVEN THE BERN POST HE DISCUSSED WITH BERT LANCE, THEN PRESIDENT CARTER'S DIRECTOR OF THE OFFICE OF MANAGEMENT AND BUDGET, WHAT HE HAD WANTED IN THE FIRST PLACE -- PERHAPS THE UNITED NATIONS OR LONDON. HE WAS ONE OF THE NONCAREER NOMINEES FOR AMBASSADORSHIPS WHOM THE AMERICAN FOREIGN SERVICE ASSOCIATION, THE UNION OF PROFESSIONAL DIPLOMATS, CRITICIZED

AS POORLY QUALIFIED. HIS SELECTION FOR BERN WAS SUPPORTED
UNCLASSIFIED

UNCLASSIFIED

PAGE 05 STATE 180813 TOSEC 080146

BY SENATOR JOHN J. SPARKMAN, DEMOCRAT OF ALABAMA, WHO HAS KNOWN HIM FOR YEARS; THE SENATORS FROM OHIO, HOWARD M. METZENBAUM AND JOHN H. GLENN JRL, BOTH DEMOCRATS, ALSO BACKED THE NOMINATION.

MR. WARNER WAS ASKED IN THE INTERVIEW WHAT HE THOUGHT OF THOSE WHO CONTENDED THAT HIS CONVENTION-STYLE PROMOTION MIGHT BE A-PROPRIATE IN SOME COUNTRIES BUT SEEMED UN-SUITABLE IN SWITZERLAND. THE ENVOY, WHO EARNS "47,500 A YEAR, REPLIED THAT A MISSION CHIEF COSTS THE TAXPAYERS SEVERAL HUNDREDS OF THOUSANDS OF DOLLARS IN SALARY, ALLOWANCES, RESIDENCE COSTS, SECURITY MEASURES AND OTHER PERQUISITES AND OUGHT TO EARN HIS UPKEEP BY GOING ALL OUT FOR AMERICAN BUSINESS. "I DON'T CARE ABOUT NUANCES," HE ADDED.
CHRISTOPHER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PERSONNEL CONDUCT, TOSEC, PRESS COMMENTS, CAT-C, KOOLAID, PRESS RELEASES, AMBASSADORS, DIPLOMATIC PROTOCOL
Control Number: n/a
Copy: SINGLE
Draft Date: 18 jul 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE180813
Document Source: CORE
Document Unique ID: 00
Drafter: PTARNOFF:GB
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780294-0680
Format: TEL
From: STATE
Handling Restrictions:
Image Path:
ISecure: 2
Legacy Key: link1978/newtext/t19780745/aaaablyy.tel
Line Count: 191
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d1dbb370-c288-dd11-92da-001cc4696bcc
Office: ORIGIN SS
Original Classification: UNCLASSIFIED
Original Handling Restrictions: NODIS
Original Previous Classification: n/a
Original Previous Handling Restrictions: ONLY
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: NODIS
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1962817
Secure: LOCK1
Status: NATIVE
Subject: PAUL HOFMANN NEW YORK TIMES ARTICLE: U.S. ENVOY TO SWISS DRUMS UP SALES AND RAISES HACKLES
TAGS: PFOR, SOPN, PDIP, US, SZ, NEW YORK TIMES, (HOFMANN, PAUL), (WARNER, MARVIN L)
To: SECRETARY
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/d1dbb370-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014